

Universität Basel, WWZ  
Professur für Personal und Organisation  
Prof. Dr. Michael Beckmann  
Elisa Gerten

**Colloquium: Digital Transformation and Work 4.0**  
Spring Semester 2019

**General Information**

Dates and rooms	Tuesday, 14:15-18:00, S5 (Faculty of Law) or S15 (WWZ)
Module	Labor Economics, Human Resources and Organization (Master Business and Economics)
Credits	3 CP
Course application	As the number of participants is restricted to 20 master students, please register via Email to <a href="mailto:birgit.knoepfli@unibas.ch">birgit.knoepfli@unibas.ch</a> <b>until 30.01.2019</b> . First come, first serve. Please be aware that the registration is binding. Groups and topics will be set up during the lectures. If admitted to the course, please enroll in MOOnA.
Admission requirements	Bachelor in Business and Economics
Language of instruction	English
Selection of participants	Until 31.01.2019

**Course description**

This course targets master students who are interested in the progress of today's technologies and its impact on human resource management and organizational structures. In addition, there should be an interest in discussing and evaluating theoretical models and empirical studies. This course covers the following topics:

1. Digital transformation: From 1.0 to 4.0
2. Workplace organization and job design
3. Online platform and crowd working
4. Workforce structure
5. Worker performance
6. Employee well-being
7. Gender differences
8. Recruiting

We illustrate these topics by using well-known theories and new innovative empirical studies and by focusing on different new technologies such as information and communication technologies, social network applications, specific firm technologies, robots, artificial intelligence and Block-chain technologies.

## Readings

A list with recommended readings will be provided on ADAM. References for further readings will be provided in class.

## Assignment

Group assignment: Students will be assigned to a group (max. 2 persons per group). The content of the assignment is a written in-depth discussion and evaluation of a specific technology while considering one of the topics covered in class.

## Grading

Grading will be based on the group assignment (50 %), on a short presentation at the end of the semester (30 %) and on participation in class (20%).

## Course structure

19.02.2019	Lecture 1: Digital transformation: From 1.0 to 4.0 Lecture 2: Workplace organization and job design <b>Talk</b> Prof. Gerhard Lauer, University of Basel (14.00)	S15
26.02.2019	Lecture 3: Online platform and crowd working Lecture 4: Workforce structure <b>Talk</b> Asmus Ohrt, Kienbaum (15.00)	S15
05.03.2019	Lecture 5: Worker performance Lecture 6: Employee well-being	S5
12.03.2019	Basel Carnival	
19.03.2019	Lecture 7: Gender differences Lecture 8: Recruiting Announcement of group assignment <b>Talk</b> Marco Gadola, CEO Straumann Group (16.00)	S15
26.03.2019 02.04.2019 09.04.2019 16.04.2019	Time period to solve group assignment at home (max. 2 persons per group) Deadline 17.04.2019	
23.04.2019	Break	
30.04.2019	Presentations	S15
07.05.2019	Presentations	S5
14.05.2019	Presentations	S5